

## Message Text

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17

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 RSC-01 DRC-01 /030 W

----- 099968

R 092048Z MAY 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 1573

UNCLAS MEXICO 3838

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: GLOBAL MARKET RESEARCH: AVIONICS AND AVIATION SUPPORT  
(AAS) EQUIPMENT.

REF: STATE 073827, 4/11/74; STATE A-2719, 4/3/74

FOUR BIDS RECEIVED FROM 16 REQUESTS SENT:

1. BATRES, VALDES, WYGARD & ASOCIADOS, S.C.

- A. COST \$4,500 DOLLARS OR \$56,250 PESOS.
- B. 23 PERSONAL INTERVIEWS.
- C. TIME 13 WEEKS MAXIMUM.
- D. EXPERIENCE - HAVE DONE 2 RESEARCH PROJECTS ON SUBJECT. BATRES TOOK SPECIAL TRAINING IN AIRLINE PROCUREMENT WITH PAN AM AIRWAYS, NEW YORK. VALDES WORKED AS INTERNATIONAL OPERATIONS OFFICER WITH AERONAVES.

2. GROUP CONSULTOR

- A. COST \$5,000 DOLLARS OR \$62,500 PESOS.
- B. 25 PERSONAL INTERVIEWS.
- C. TIME 12 WEEKS.
- D. EXPERIENCE: NO STUDIES MADE ON SUBJECT. 1 SUPERVISOR WORKED FOR PIPER DISTRIBUTOR IN MEXICO AND ALSO AS GENERAL MANAGER OF AERO RAMPA COMPANY HANDLING AIRCRAFT CLEANING AND MOVEMENT WITHIN AIRPORT. ANOTHER WORKED IN SEVERAL AIRLINES IN VARIOUS CAPACITIES.

3. BURKE INVESTIGACIONES DE MERCADOTECNIA INTERNACIONALES, S.A.

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A. COST \$5,100 DOLLARS PLUS 10 PERCENT OR \$63,750 PESOS PLUS 10PERCENT

B. INTERVIEWS: MINIMUM 15-TOTAL ABOUT 22.

C. TIME 10 WEEKS.

D. EXPERIENCE: NO PREVIOUS SURVEYS BUT HAVE RETIRED CAPTAIN  
OF AEROLINEAS MEXICANAS AS SUPERVISOR.

4. LIC. CARLOS QUEVEDO PROCEL

A. COST \$5,400 DOLLARS, NOT INCLUDING TRAVELING EXPENSES.

B. INTERVIEWS: 24.

C. TIME: 12 WEEKS.

D. EXPERIENCE: NONE.

ON BASIS OF PRICE, PRESENTATION AND EXPERIENCE BATRES, VALDES IS CON-  
SIDERED THE FIRST CHOICE, FOLLOWED BY GRUPO CONSULTOR. ONLY DOUBT  
REGARDING BATRES, VALDEZ IS THAT THEY ARE INITIATING THEIR FIRST  
RESEARCH WITH US AN THE FOOD PROCESSING AND PACKAGING EQUIPMENT  
AND THIS ADDITIONAL WORK MAY CROWD THEM. HOWEVER, THE MATTER HAS  
BEEN DISCUSSED WITH THEM AND THEY FEEL THEY CAN HANDLE IT. GRUPO  
CONSULTOR WOULD BE SECOND CHOICE IN THE EVENT IT IS FELT THAT THE  
LOAD WOULD BE TOO HEAVY ON BATRES.  
JOVA

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Review Transfer Date:**  
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**TAGS:** BEXP, MX  
**To:** STATE  
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